

# Physicians' Online: 5 Year Plan

To empower physicians with tools essential to advance the quality and control the cost of health care through informed decision-making.

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	Phase I	Phase II	Phase III
Time Frame	0 - 2 yr	1 - 4 yr	3 - 5 yr
Essential Tools	Medical Knowledge Management	Prescription Management	Patient Management
Vehicle	Physicians' Online	Pharmacists' Online Pharm Reps Online Formularies Online Managed Care Online	National Health Card Network
Potential Membership	500,000 physicians 10,000 pharmaceutical execs	300,000 physician offices 100,000 pharmacies 50,000 drug reps	250 million patients 10,000 hospitals other health care participants
Core Markets	MEDLINE Rx Micromarketing	Prescription Fulfillment Rx Cost-Containment	Patient Administration Cost-Containment Programs
Core Market Size	\$50 million / \$7 billion	>\$70 billion	>\$500 billion
Market Size/MD	\$500 / \$15,000	>\$150,000	>\$1,000,000
Secondary Markets	<ul style="list-style-type: none"> <li>Clinical Databases</li> <li>Decision-Support Tools</li> <li>News &amp; Financial Services</li> <li>Special Interest Forums</li> <li>other areas of identified need</li> </ul>	<ul style="list-style-type: none"> <li>Home Care</li> <li>Managed Care</li> <li>Formularies</li> <li>Pharmacy Network</li> <li>Pharm Rep Support</li> </ul>	<ul style="list-style-type: none"> <li>Electronic Patient Record</li> <li>Outpatient Laboratory Transactions</li> <li>Patient Health Maintenance</li> </ul>
Main Revenue Sources	<ul style="list-style-type: none"> <li>Pharmaceutical Advertising</li> <li>Pharmaceutical Micromarketing Information</li> <li>Membership &amp; Usage Fees</li> </ul>	<ul style="list-style-type: none"> <li>Prescription Processing</li> <li>Micromarketing Information</li> <li>Membership &amp; Usage Fees</li> </ul>	<ul style="list-style-type: none"> <li>Patient Transaction Processing</li> <li>Communication Services</li> <li>Micromarketing Information</li> <li>Membership &amp; Usage Fees</li> </ul>
Competitive Advantage	<ul style="list-style-type: none"> <li>"Medical Info Vending Machines"</li> <li>Installed Terminals, PDAs, &amp; PCs</li> <li>Computer-Sophisticated Members</li> <li>Medical Society Support</li> <li>Pharmaceutical Industry Support</li> <li>Third-Party Office Systems Support</li> <li>Pharmaceutical Executives' Online</li> <li>User-Friendly Interface</li> <li>Proprietary Text-Retrieval Software</li> <li>Sophisticated MD Targeting ("Ad Wizard"/"Smart Ads")</li> <li>Proprietary Psychometric Mktg Data</li> </ul>	<ul style="list-style-type: none"> <li>"Smart Prescription Pads" (PDAs)</li> <li>Installed Terminals, PDAs, &amp; PCs</li> <li>Automated Prescriber Assistance Programs</li> <li>Proprietary managed care applications</li> <li>National Electronic Formularies</li> <li>Proprietary Prescriber Profiling</li> <li>Patient Prescription Profiles</li> <li>Proprietary Psychometric Marketing Data</li> </ul>	<ul style="list-style-type: none"> <li>"National Health Card"</li> <li>Installed-base of diverse POS/PON entry-points linking integral industry participants</li> <li>Electronic Patient Transactions Network</li> <li>Third-Party Office Systems Support</li> <li>Hospital Systems Support</li> <li>Cellular Communications link to Physicians</li> </ul>
Strategic Alliances	<ul style="list-style-type: none"> <li>Medical &amp; Professional Societies</li> <li>Pharmaceutical Companies</li> <li>Pharmaceutical Marketing Cos</li> <li>Prescription Data Marketing Companies (IMS/ MMG/ PMS)</li> <li>Third-party Content Providers (NLM/ Camdat/ USP)</li> <li>Medical Office System Companies</li> <li>Technology Providers (CompuServe/ Sybase/ Conquest/ Coconut/ Apple/ Sun/ HP/ Cube)</li> </ul>	<ul style="list-style-type: none"> <li>Prescription Fulfillment Companies (Medco)</li> <li>Pharmacies/Pharmacist Societies</li> <li>Managed Care Organizations</li> <li>HMOs/ PPOs/ IPAs</li> <li>Hospital Chains</li> <li>Hospital Formularies</li> <li>Corp Employee Benefits Programs</li> <li>Medical Office System Companies</li> <li>Technology Providers (AT&amp;T/ Apple/ EO/ Motorola/ HP)</li> </ul>	<ul style="list-style-type: none"> <li>Corp Employee Benefits Programs</li> <li>Private Health Insurance Carriers</li> <li>BC/BS/Medicaid/ Medicare</li> <li>Out-Patient Labs (MetPath/ Biocience/ SKF/ NHL)</li> <li>Outpatient Testing Companies</li> <li>Installment Credit Organizations</li> <li>Electronic Claims Processing &amp; Clearing Houses (NEIC)</li> <li>Medical Office &amp; Hospital Systems Companies</li> </ul>
Critical Technologies	<ul style="list-style-type: none"> <li>Systems Integration of existing hardware &amp; software technology</li> <li>PDN network technology</li> <li>Simple Text Retrieval Software</li> <li>Third-party</li> </ul>	<ul style="list-style-type: none"> <li>"Personal Digital Assistants" (PDAs)</li> <li>PDN network technology</li> <li>Proprietary PDA applications development</li> </ul>	<ul style="list-style-type: none"> <li>Systems Integration</li> <li>Proprietary patient administration cost-containment applications development</li> <li>Cellular PDN network technology</li> </ul>
Infrastructure Milestones	<ul style="list-style-type: none"> <li>150,000 physicians</li> <li>5,000 hospitals</li> <li>5,000 hospital-based terminals</li> <li>5,000 PDAs in Physicians' Offices</li> <li>150,000 additional POL software installations</li> </ul>	<ul style="list-style-type: none"> <li>300,000 physician members</li> <li>10,000 hospital members</li> <li>10,000 hospital-based terminals</li> <li>100,000 PDAs in Physician Offices</li> <li>100,000 mobile PDAs</li> <li>100,000 additional POL software installations</li> </ul>	<ul style="list-style-type: none"> <li>500,000 physician members</li> <li>10,000 hospital members</li> <li>50,000 hospital-based terminals</li> <li>300,000 PDAs in Physician Offices</li> <li>400,000 mobile PDAs</li> <li>300,000 additional POL software installations</li> </ul>
Infrastructure \$	\$100,000,000	\$50,000,000	\$250,000,000
Infrastructure \$/MD	\$100	\$200	\$500

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